

1 **SYSTEM AND METHOD OF RECEIVING ADVERTISEMENT CONTENT FROM**
2 **ADVERTISERS AND DISTRIBUTING THE ADVERTISING CONTENT TO A**
3 **NETWORK OF PERSONAL COMPUTERS**

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5 **Abstract of the Disclosure**

6 A method of distributing advertisement content. One embodiment of the invention
7 comprises a distribution server that is connected to a network of personal computers via a
8 network. The distribution server receives advertising data from advertisers and formats the
9 advertisement data for storage and display on the personal computers during or before
10 bootloading a user selected application environment. Upon the occurrence of one or more
11 events, the distribution server distributes the advertisement data to the network of personal
12 computers. The personal computers receive the distributed advertisement content and store the
13 advertisement data on a storage device. Upon the bootloading of the user selected application
14 environment, the advertising data is displayed to the user.

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